

**ABSTRACT OF THE DISCLOSURE**

When an appliance of a customer system receives a send instruction for identifier information which specifies this appliance, telecommunications means disposed to this appliance sends the identifier information to a server of a provider system.

Upon receipt of the identifier information by the server, a menu of provider responses is sent from the server to displaying means of the customer system. This menu is in accordance with the identifier information and structured to have a different content.

Item information selected by a customer from the menu displayed by the displaying means is then sent from the displaying means to the server of the provider system.

Receiving the item information selected by the customer, the server performs processing which corresponds to the item information.